



## DOWNTOWN HAMPTON MASTER PLAN

Hampton, Virginia **U R B A N   D E S I G N   A S S O C I A T E S**

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# Downtown Hampton Master Plan

PREPARED FOR  
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FUNDED BY  
City of Hampton

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A special thanks to the countless  
Hampton residents, too many to  
name, who gave their time and  
energy to this effort.

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# Executive Summary

OVER 300 PEOPLE PARTICIPATED in creating a new Master Plan for downtown Hampton. In the course of community workshops, interviews, focus group discussions, and public meetings, the citizens of Hampton described their perception of the City's assets, the problems it faces, and their dreams for its future. Stakeholders clearly articulated the challenge: to establish an aggressive course for growth while maintaining the City's existing charm and intimacy. Given this challenge, a consensus vision for a vibrant mixed-use downtown, connected to the waterfront, surrounding neighborhoods, and the City's heritage emerged from the participants. In addition, the need to improve and enhance key gateways to Downtown was identified as an important topic to be addressed.



**PUBLIC INVOLVEMENT** The Master Planning process engaged citizens, property owners, business owners, and public officials in building a consensus vision for Downtown Hampton.

## KEY CHALLENGES

Entrances to Downtown are unattractive and confusing. Settlers Landing Road functions as a highway that creates a barrier between Downtown and the Waterfront. The local street pattern fails to connect to the Waterfront. Large parking areas create a vacant, deserted image while failing to provide visitor-friendly parking. In-town neighborhoods are separated from Downtown by wide roads and underdeveloped areas. There are very few residences in the Downtown Core.



An aerial view of Downtown Hampton from the south as it exists today



#### DESIGN RESPONSES

A new expressway entrance at King Street and improvements to Armistead Avenue and Settlers Landing Road provide improved portals to downtown.

Settlers Landing Road is transformed into a downtown street, lined with on-street parking and mixed-use buildings with retail on the ground floor.

North-south streets are redesigned to create comfortable pedestrian connections between the Downtown Core and the Waterfront.

Over 800 new residential units are to be built in the core of Downtown and the potential for 900 additional units in the in-town neighborhoods.

New waterfront development, including a signature development on Settlers Landing Road, creates a new front door.

New parks and infill development in nearby neighborhoods further stabilize the downtown area.



Proposed aerial view of downtown Hampton from the south

#### A Framework for a Waterfront Downtown

In order to realize this vision, the Master Plan recommends a new pattern of interconnected streets and public open space that builds on existing amenities and creates an effective framework for development. This framework will create a series of attractive development parcels with strong marketing advantages because of the quality of their “address.” Seven proposed initiatives include both private development and public space improvements in order to create a complete address. The Master Plan identifies specific development opportunities either on publicly controlled land or land for which collaboration is likely. These are illustrated in detail on the Initiatives pages of this Plan.

The Plan also includes proposals for redevelopment of privately owned property which are described in less detail. Partnerships and collaborations with private property owners are recommended as a means of advancing these components of the Plan.



**FRAMEWORK OF STREETS AND OPEN SPACE** Future growth of Downtown and surrounding neighborhoods will be guided by open space and street connections to the water.



**HAMPTON'S NEW FRONT DOOR** Housing and retail along the waterfront will create a new front door to Hampton's downtown.



**ILLUSTRATIVE MASTER PLAN** A new downtown core (outlined in red) will be better connected to both the water and to the surrounding in-town neighborhoods of Pasture Point, Olde Hampton, and Victoria Boulevard.



Seven initiatives have been designed to revitalize Hampton's Downtown Core and Waterfront and strengthen connections to and encourage re-investment in the surrounding in-town neighborhoods.

#### 1 King Street Landing & the Waterfront Core

Settlers Landing Road is transformed into a Downtown street with mixed-use development extending the core of Downtown to the Waterfront. A new market place and reconfigured inlet creates King Street Landing, a new focus for Downtown on the water. Along Settlers Landing Road, a new grocery store is incorporated into the parking structure and a coordinated parking system supports retail Downtown.

#### 2 Salters Creek Landing & Franklin Street Corridor

Franklin Street is extended to Settlers Landing Road creating a north-south link to the Waterfront. New residential buildings along it will provide Downtown housing units with retail uses near Settlers Landing Road.

A new waterfront park, Salters Creek Landing, will extend the Waterfront three blocks to the west; it aligns with a new formal drive for the Hampton History Museum, emphasizing this cultural resource as a focal point of the redevelopment. Mixed-use development along Franklin Street with ground-floor retail and housing above brings renewed vitality to this portion of the Downtown/Waterfront Core. A longer term project to redevelop an existing housing development would include the extension of Franklin Street to Pembroke Avenue.

#### 3 Lincoln Street Landing & Upper Wine Street

New streetscapes along Wine Street and Kings Way provide an appropriate setting for mixed-use, infill development, extending the Downtown Core to Lincoln Street and providing additional residential development. Eaton Street is transformed into a linear park to

provide a setting for additional residential development to connect the Core with the Pasture Point neighborhood.

#### 4 Olde Hampton Neighborhood

Grant Park is reconfigured to become a more visible and safe community amenity. The historic Watkins Feed Store is redeveloped as a community facility – a mixed-use building. New homes on currently cleared land in several locations set the stage for an infill housing program to follow and support the current efforts and plan developed by the neighborhood.

#### 5 Pasture Point Neighborhood

Though generally a strong neighborhood, Pasture Point suffers from industrial uses scattered throughout. The Plan recommends redeveloping the industrial land and the interstate's edge with residential uses. New street patterns will discourage through traffic, and a greenway will connect Pembroke Landing with Brights Creek.

#### 6 Brights Creek Redevelopment

The industrial lands north of Downtown can be developed more effectively by transforming Brights Creek into the central feature of a linear park. The area south of the park can become an in-town residential neighborhood. Prime high-visibility commercial property can be developed north of the park and along the interstate's edge. Brights Creek is revitalized and transformed into an amenity and an address for new higher density housing.

#### 7 Victoria Boulevard Neighborhood

This stable neighborhood is concerned about through traffic. Traffic-calming devices should continue to be used. Future redevelopment of waterfront sites should require guidelines to create a public waterfront and to protect views of the waterfront for the neighborhood.



FRANKLIN STREET Illustrative view north along extension of Franklin Street toward the Sargent Building



OLDE HAMPTON NEIGHBORHOOD Illustrative view of new housing and the restored Watkins Feed Store on Queen Street



PASTURE POINT NEIGHBORHOOD Illustrative view of new housing along Eaton Street

## Process & Analysis

IN THE COURSE OF COMMUNITY WORKSHOPS, interviews, focus group discussions, and public meetings, the citizens of Hampton described the City's strengths and weaknesses, as well as their hopes for its future.

The most frequently cited strengths include: Hampton's heritage and sense of history; the charm and character of its historic houses and neighborhoods; its small-town scale; the presence of the water; the character and scale of Queens Way; the museums and churches; the festivals; the diversity of its population; and a friendly, community spirit.

The most frequently cited weaknesses include: Downtown's lack of sufficient retail and restaurant uses; Settlers Landing Road as a barrier that separates Downtown from the Waterfront; the street pattern which does not connect the City to the Waterfront effectively; the poorly developed Waterfront; the lack of Downtown residents; the way in-town neighborhoods are separated from Downtown by roads, empty lots, and parking lots; much of the modern architecture, (such as City Hall), which is inconsistent with Hampton's historic character; and the lack of Downtown activity.

There was also agreement on the areas most in need of improvement: Settlers Landing Road; the Waterfront; the former supermarket site at Lincoln Street and Armistead Avenue and the buildings around it; Grant Park; the entry corridor along LaSalle Avenue including the dysfunctional properties in Olde Hampton at LaSalle Avenue and Queen Street and the Lincoln Street Housing Project; the industrial uses at the north end of Pasture Point; Downtown gateways at Armistead Avenue and Settlers Landing Road; and the area around City Hall.

KEY POINTS		
ASSETS / GOOD PLACES	WEAKNESSES / BAD PLACES	VISIONS & PRIORITIES
History Charm and intimacy Special events Waterfront Walkability Virginia Air & Space Museum Victoria Boulevard Historic District Mill Point Park St. John's Church	Settlers Landing Road Garages on the Waterfront Grant Park Shopping center at Lincoln and Armistead Freeway edge	Vibrant downtown with retail and restaurants Additional downtown housing Queens Way, west of King Street Settlers Landing Road Waterfront from Victoria Boulevard to Pasture Point Grant Park Pasture Point industrial Shopping center at Lincoln and Armistead
 	 	 



## RESIDENTIAL MARKET STRATEGY

Hampton has a large stock of low- to mid-range single-family housing and a small amount of higher end housing clustered in neighborhoods throughout the City. However, the City lacks urban housing – apartments, townhouses, lofts, and mixed-use development in the Downtown Core.

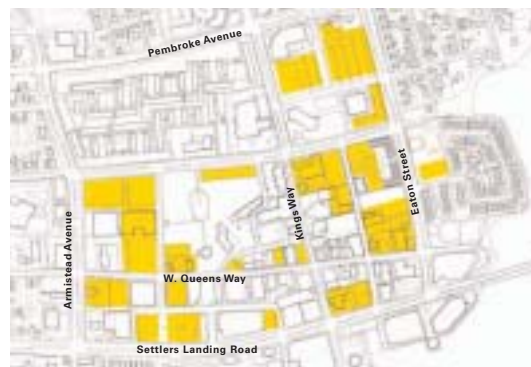
The market analysis conducted by Zimmerman/Volk Associates identified a market demand for housing units in downtown Hampton and the in-town neighborhoods. It estimated the extent and characteristics of that potential market. (See Appendix A: Market Analysis: Downtown Hampton Residential Market Potential.) According to the analysis, the target market for new market-rate housing units within downtown Hampton and the in-town neighborhoods consists of approximately 1,800 younger singles and couples, empty nesters and retirees, and family-oriented households.

Distribution by housing type is shown in the table opposite (Potential Market for New Housing Units) and clearly identifies the potential for a full range of housing types – from rental multi-family to for-sale, single-family detached houses. The analysis also indicates that new construction in the Downtown Core should concentrate on the higher-density housing types that support urban development and redevelopment most efficiently, including:

- Rental lofts and apartments (multi-family for-rent);
- For-sale lofts and apartments (multi-family for-sale); and
- Townhouses, rowhouses, live-work or flex units (single-family attached for-sale).

The analysis shows in the year 2003 up to 890 households living in the Downtown Core represent the pool of potential renters/buyers of new market-rate housing units (new construction and/or adaptive re-

use of formerly non-residential structures), excluding single-family detached units, within the Downtown Core. Zimmerman/Volk Associates, based on more than a decade of experience in dozens of cities across the country utilizing their proprietary target market methodology, have determined an annual capture of between 10 and 15 percent of the potential market, depending on house type, is achievable. Based on a 15 percent capture of the potential market for multi-family units of all proposed types and a 10 percent capture of for-sale, single-family attached units, the Downtown Core should be able to support up to 125 new units per year over the coming five-year period. (See details in the Annual Capture of Target Market table opposite.) Furthermore, the experience of other American cities has been that, once the downtown residential alternative has been established, the percentage of households that will consider downtown housing typically increases.



**OPPORTUNITY SITES** Sufficient available land exists today to accommodate several years of absorption. The areas in yellow indicate properties with Master Plan proposals. Additional land may be required to realize the full projected market potential.

### POTENTIAL MARKET FOR NEW HOUSING UNITS

HOUSING TYPE	NUMBER OF HOUSEHOLDS	PERCENT OF TOTAL	
Multi-family, for rent	550	30.4%	890 units of medium to high density housing: Target Market for Downtown Core
Multi-family, for sale	190	10.5%	
Single-family attached, for sale	150	8.3%	
Low-range single-family detached	400	22.1%	920 units of low density housing: Target Market for In-town Neighborhoods
Mid-range single-family detached	340	18.8%	
High-range single-family detached	180	9.9%	
<b>Total</b>	<b>1,810</b>	<b>100.0%</b>	

### ANNUAL CAPTURE OF TARGET MARKET

HOUSING TYPE	NUMBER OF HOUSEHOLDS	% CAPTURE OF TOTAL	NUMBER OF NEW UNITS / YEAR	APPROXIMATE DENSITY (DWELLING UNITS/ACRE)	REQUIRED LAND / YEAR
Multi-family, for rent (lofts/apartments, leaseholder)	550	15%	82	40	2 acres
Multi-family, for sale (lofts/apartments, condo/co-op ownership)	190	15%	28	30	1 acre
Single family attached, for sale (townhouses/rowhouses, fee-simple ownership)	150	10%	15	15	1 acre
<b>Total</b>	<b>890</b>		<b>125</b>		<b>4 acres</b>

## TRANSPORTATION

The Transportation Analysis completed by Glatting Jackson identified several strategies for improving the circulation system of Downtown and re-establishing a “balance point” where the public right of way serves the multiple needs of pedestrians, motorists, visitors, and property owners. The complete Transportation Analysis is included in Appendix B. Key findings are summarized below.

### Regional Access

Although Hampton, in general, is well connected to the regional interstate system, downtown Hampton is not. Only two interchanges provide access to Downtown from I-64 and they do so via arterials (Settlers Landing Road and Armistead Avenue) rather than leading directly to the center of Downtown. The Plan therefore recommends a new interchange at King Street to both provide direct access to Downtown and improved development opportunities in the under-utilized industrial areas between Armistead Avenue and I-64.

### Downtown Streets

The 1965 Urban Renewal Plan for downtown Hampton created a ring of boulevards around downtown Hampton. Instead of connecting the greater city to Downtown, this ring of boulevards has become a barrier.

The Plan recommends utilizing the wide boulevard rights-of-way around Downtown to create pedestrian-and bicycle-friendly streets with on-street parking and generous landscaping. These will become part of an improved, interconnected network of streets linking Downtown to adjacent neighborhoods, the Waterfront, and major access routes.



EXISTING REGIONAL ACCESS Interchanges for Downtown serve streets that bypass the core of downtown Hampton.



PROPOSED REGIONAL ACCESS An interchange at King Street will increase access to the core of Downtown and reinforce King Street as a main north-south arterial for the City.

## Parking

The Public Works 2002 Inventory and the Master Plan's Transportation Analysis concluded there is no shortage of parking Downtown. The existing parking supply is not well-managed, coordinated, or accessible. Other problems with parking can be attributed to inadequate signage, lighting, security and maintenance concerns, and damage to facilities. Therefore, adding to the parking supply will not solve parking problems, and may, in fact, exacerbate them by devoting more land to an already plentiful resource.

The Downtown parking supply will be in constant flux over the life of the Master Plan. Vacant lots that are used for parking today will be absorbed by private development that add revenue and vitality to Downtown. As these existing lots are absorbed, the Plan recommends re-balancing the supply and demand of parking in Downtown by adding on-street parking wherever possible, and by adding a few strategically located parking garages throughout Downtown.

It will be critical to continue to provide adequate amounts of both on-street parking, garage parking, and small surface lot parking in order to satisfy the diverse parking needs of short-, medium-, and long-term users of Downtown.



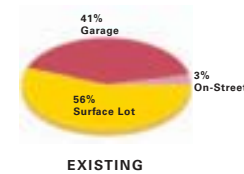
**EXISTING PARKING** The current parking supply is not coordinated. Most of the parking occurs in surface lots located on undeveloped property.

PARKING SUPPLY		
	CURRENT	PROPOSED
On-Street	110	650
Surface Lot	1780	1000
Garage	1300	2500
<b>TOTAL</b>	<b>3190</b>	<b>4100</b>

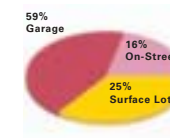
Note: Proposed parking includes approximately 800 spaces for new residential units.



**PARKING STRATEGY** A balanced supply of parking located on-street, in surface lots, and in parking garages will encourage retail uses Downtown and mixed-use urban development.



**EXISTING**



**PROPOSED**



## URBAN FORM

UDA X-Ray<sup>®</sup> analysis revealed a number of other issues to be addressed in the Master Plan. Each UDA X-Ray<sup>®</sup> drawing describes one aspect of the City's form. These patterns can form the beginnings of design strategies that build on the existing structure of the City.



**LOCATOR MAP** Hampton is located on the tip of the York Peninsula, bound by the York River, James River and Chesapeake Bay.



**REGIONAL HIGHWAYS AND ARTERIAL** Downtown Hampton is located within the region's interstate loop.



**COMMERCIAL PATTERNS** Downtown Hampton's retail area is small compared to the Mercury Boulevard corridor and the Coliseum Crossroads area. The intimate scale of Queens Way suggests it is a specialized type of retail with unique regional significance.



**HIGHWAYS AND ARTERIAL** Interstate exits are located at the ends of Downtown. The arterials which connect to the interstate do not penetrate the core of Downtown. King Street, the major north-south arterial, does not have access to the interstate.



**INDUSTRIAL PATTERNS** Much of Downtown's most valuable land is occupied by industrial uses. The waterfront industrial uses represent Hampton's heritage; however, the rail-based industrial uses create underutilized land and are incompatible with the adjacent neighborhoods.



**STREETS** Downtown's street network is dominated by the ring of boulevards and interrupted by numerous large blocks.



**BUILDING FOOTPRINTS** Downtown Hampton's building stock defines the intersection of Kings Way and Queens Way. Some of the largest buildings are located on the water, blocking access and views.



**RESIDENTIAL SETTLEMENT** Downtown is almost void of residential uses.



**INSTITUTIONS, PARKS, & OPEN SPACE** Downtown is bound on two sides with water; however, there is a relative lack of usable open space both along the Waterfront and in Downtown.



**EXISTING CONDITIONS** The UDA X-Ray drawings at left elaborate specific elements of the existing city form shown above.

#### Grid Study

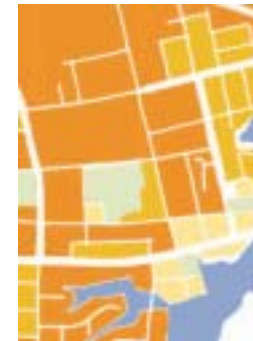
The collective dreams and aspirations for downtown Hampton described by participants in the process resemble those of other successful waterfront cities. An analysis of their physical form can suggest ways of improving Hampton's. For example, Old Town Alexandria – one of the most successfully revitalized historic downtowns – has a 200-foot by 200-foot street grid that connects virtually all of the Downtown to the water. The resulting block sizes are almost all smaller than three acres. By contrast, downtown Hampton has an interrupted rather than interconnected grid, with large superblocks, most of which are greater than six acres. This block structure cannot sustain the type of active urban environment envisioned by Hampton's citizens.

Hampton's block pattern has evolved over time. Originally incorporated in 1610, the main streets were the famous “bow and arrow,”

consisting of Queens Way, the through street which crossed the Hampton River, Kings Way which leads to the water, and two diagonal connecting streets. The industrial nature of the waterfront and the irregular land forms resulted in a discontinuous pattern.

In 1965, the Urban Renewal Plan eliminated the bridge connection of Queens Way, replacing it with a new street, Settlers Landing Road. Additionally, that Plan imposed a large superblock grid with over-scaled boulevards around the perimeter of Downtown. All interior streets were proposed to be closed to vehicular traffic and converted to pedestrian-only streets. Today, as a result, Hampton suffers from blocks that are too large and confusing due to their lack of continuity.

Recently, the Downtown has begun to re-establish its street network by re-introducing Kings Way, Queens Way, and other streets to vehicular traffic.



Hampton, Virginia

- BLOCKS LESS THAN 3 ACRES
- BLOCKS BETWEEN 3 AND 6 ACRES
- BLOCKS LARGER THAN 6 ACRES



Alexandria, Virginia



1937 "Bow and Arrow"



1954 Connected but congested



1965 Urban Renewal Plan - superblocks and a ring of boulevards



2003 Re-establishing a street grid



# Master Plan Approach



The Master Plan builds on accomplishments to date in downtown Hampton, along the Waterfront, and in the in-town residential neighborhoods. Working with the structures created to bring people together in partnerships, the Master Plan provides a platform on which to coordinate new public/private investment to eliminate the problems identified by stakeholders during the planning process and build an effective framework for the future. Four primary goals emerged from the planning process and all are essential in early action initiatives to ensure success.

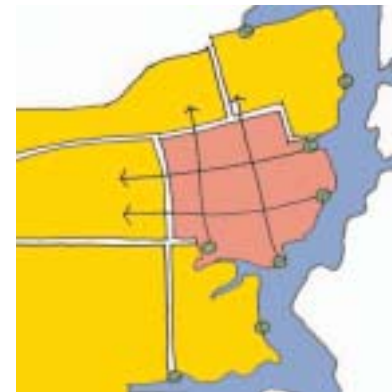
**A Reinforce the Downtown Core and its relationship to the Waterfront**  
The Waterfront is Downtown's greatest asset and represents both the heritage and the future of downtown Hampton. A successful Downtown will connect the Waterfront to the daily life of the City. The Waterfront must become an integral part of Downtown by creating as many physical and psychological connections as possible.

**B Support the in-town neighborhoods and create new Downtown neighborhoods**

In order to establish a healthy context for Downtown, those neighborhoods surrounding it which are not already stable should be revitalized. Re-investment should be encouraged in all surrounding neighborhoods and new neighborhoods should be created by infusing Downtown with a new urban type of dense residential housing units.



A Reinforce the Core's relationship to the Waterfront.



B Support in-town neighborhoods.

C Establish a physical framework for future growth

Future growth of downtown Hampton should be guided by an overall vision and a physical framework. Details of the Plan will change over time; however, timeless imperatives to guide the physical form of future growth must be established. The frameworks recommended in this Plan take their cues from the natural patterns of the land and from tested patterns of exemplary urban development served by pedestrian-oriented streets and spaces.

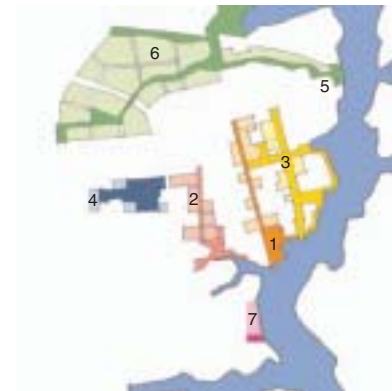
D Create initiatives that bundle and leverage both private and public investments

Implementation of the Master Plan must be a partnership between public and private investors. The Plan establishes clearly identifiable initiatives that bundle together private and public efforts at several scales to be implemented over both the short and long terms.

These include King Street Landing & the Waterfront Core 1, Salters Creek Landing & Franklin Street Corridor 2, Lincoln Street Landing & Upper Wine Street 3, Olde Hampton Neighborhood 4, Pasture Point Neighborhood 5, Brights Creek Redevelopment 6, and Victoria Boulevard Neighborhood 7.



C Create a framework for growth.



D Develop initiatives to implement the Plan.

## Urban Design Strategy

The guiding urban design strategy employed in this Master Plan is to create the framework for development and revitalization through a series of recommendations for improving the structure of the City. This framework consists of five key recommendations presented below in summary form and detailed more fully in the Frameworks section of this Master Plan.

### A Improve portals and approach streets to Downtown

The first step is to provide appropriate entrances to Downtown. Over time, a new exit from I-64 is proposed at King Street. The first phase could be to extend a new frontage road from the Rip Rap Road exit to King Street. Later phases could include a full intersection with I-64 at King Street. Armistead Avenue, King Street, and Settlers Landing Road should all be improved to create good entrances with coordinated streetscaping and development. Armistead Avenue between Pembroke Avenue and Settlers Landing Road, as well as Settlers Landing Road from Eaton Street to Armistead Avenue, should be transformed from high-speed thoroughfares into downtown business streets. Blighted properties along Pembroke, LaSalle, and Armistead Avenues should be redeveloped with high-quality development.

### B Create a Downtown network of streets connecting neighborhoods and the Waterfront.

Hampton's historic street network, the "Bow and Arrow," used Queens Way as the retail, social, and business center of town. It was congested and thus replaced by the current ring of boulevards which diverts traffic from the historic Core and disorients Downtown visitors. This Plan proposes a new pattern of streets which will create a continuous, interconnected network of streets linking Downtown to the Waterfront and the in-town neighborhoods.



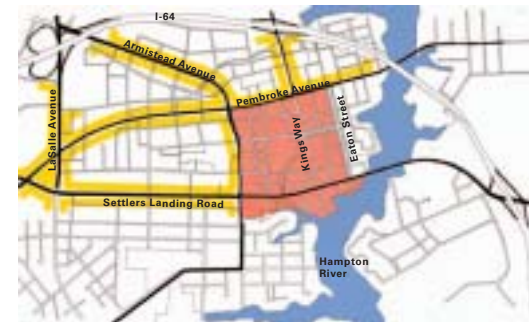
HISTORIC "Bow and Arrow"



CURRENT Ring of boulevards



FUTURE Connected network of streets and open space



A Improve portals and approaches to Downtown.



B Create a network of streets connecting neighborhoods to Downtown and the Waterfront.



The street network will contain a hierarchy of Downtown streets. Settlers Landing Road and Armistead Avenue will become Downtown streets, lined with parallel parking and good pedestrian cross walks. Queens Way and the southern two blocks of Franklin Street, Kings Way, and Wine Street will become pedestrian-scaled shopping streets; Lincoln Street, upper Franklin Street, and Wine Street will become residential streets; Eaton Street and the blocks of Lincoln Street between Kings Way and Eaton Street will be converted to linear parks with pedestrian walks and trails.

**C Enhance public open space to reinforce the network connecting Downtown, the Waterfront, and the in-town neighborhoods**

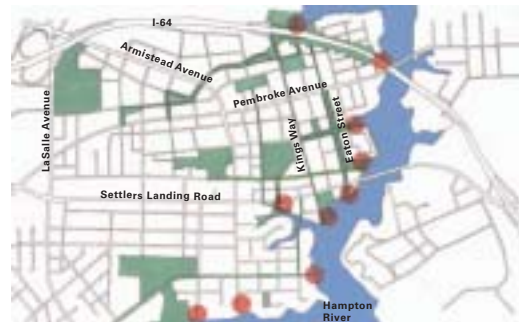
Downtown's open space system includes a series of small and large parks, trails, and a network of sidewalks. A Waterfront park at the end of Lincoln Street (Lincoln Street Landing) serves as an entrance to Pasture Point. A similar new park, Salters Creek Landing, will provide a proper setting for the Hampton History Museum and will extend the Downtown Waterfront three blocks to the west. Eaton Street and a portion of Lincoln Street will be transformed into linear parks with a multi-use trail in the center; Brights Creek serves as the alignment for a future linear park through the area north of Pembroke Avenue. Grant Park will be expanded and improved, and a new, small-scale residential park will be added along Back River Road in Olde Hampton. The park in front of the Virginia Air and Space Museum will be reconceived in order to better celebrate the Waterfront.

**D Develop small blocks with mixed-use and street-oriented buildings**

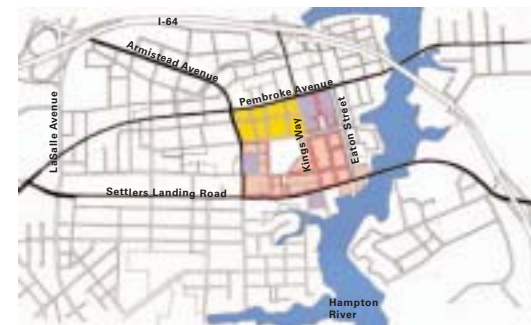
This framework of streets and open space creates a series of development blocks, each of which has its own identity and sense of place. The blocks should be developed with buildings that provide attractive frontage for the public spaces they help create. Ground floor uses should animate the street whether they are retail uses, private homes or public buildings.

**E Support mixed-use development with an interconnected parking system**

The three existing Downtown parking garages, some new garages, surface parking lots, Olde Hampton Lane converted to an efficient parking street, and parallel on-street parking on most streets will combine to create an interconnected and user-friendly parking system.



C Enhance public open space to reinforce the network connecting Downtown, the Waterfront, and in-town neighborhoods.



D Develop small blocks with mixed-use and street-oriented buildings.



E Support mixed-use development with an interconnected parking system.

The Illustrative Master Plan incorporates, in a holistic manner, the key urban design principles enumerated in this section. This Plan is based upon a comprehensive and balanced approach towards improving entryways into Downtown, reinforcing and extending the street network along with reconfiguring the block structure to support new development, and enhancing and connecting parks and open spaces. The Framework of Open Space provides the organizing structure for coordinating future development and investment, both public and private. It also identifies and defines the Master Plan in the context of the Downtown and its relationship to the greater region. In the next section, these Master Plan initiatives are further detailed in the form of their design.



Open Space Framework



Initiatives Diagram

INITIATIVES	
1	King Street Landing & the Waterfront Core
2	Salters Creek Landing & Franklin Street Corridor
3	Lincoln Street Landing & Upper Wine Street
4	Olde Hampton Neighborhood
5	Pasture Point Neighborhood
6	Brights Creek Redevelopment
7	Victoria Boulevard Neighborhood



Illustrative Master Plan showing downtown Hampton, the Waterfront, and in-town neighborhoods with the recommended framework improvements and proposed initiatives in place.